Chains spend record $1.2B on commercials in '86

By Marilyn Alva

NEW YORK — Restaurant chains spent a record nearly $1.2 billion on television advertisements last year as they continued their reliance on television to boost market share.

As an industry, the restaurant chains spent 9 percent more in advertising dollars on television than they did the year before, according to the Television Bureau of Advertising. That industry association monitors commercials in cooperation with Broadcast Advertisers Reports, a research firm that is a subsidiary of Arbitron.

Of the top five restaurant spenders, only troubled Wendy's decreased spending on television commercials, according to the report. TvB said spending dropped by 5 percent, from $83.7 million in 1985 to $79.6 million in 1986.

Hardee's, a much smaller chain in its numbers and ad monies, spent $29.5 million in television commercials in 1986 for a 9-percent decline from the previous-year figure, the TvB survey indicated.

McDonald's, the biggest spender, increased its expenditures by 9 percent, from $302.8 million in 1985 to $321.2 million in 1986. Second-ranked Burger King was up 6 percent, to $165.2 million, and Kentucky Fried Chicken, in third place, was up 7 percent, to $79.9 million. Fifth-ranked Pizza Hut was said to have spent nearly $71.3 million in 1986, up 13 percent.

TV AD BUDGET GAINERS. . .

	Total (in $ millions)	% Change
Domino's Pizza	$33,770	+94
Dairy Queen	16,000	35
Red Lobster Inns	36,483	32
. . . AND CUTTERS		
Denny's	$18,163	-21
Arby's Drive-In	13,877	-13
Hardee's	29,446	-9

Source: Television Bureau of Advertising from Broadcast Advertisers Reports data.

Notable hikes in television ad spending were particularly evident among a rash of heretofore smaller chains that haven't relied on television as much as the larger ones have.

Fast-growing Domino's Pizza, for example, posted the biggest percentage increase, 94 percent, by upping television ad monies from $17.4 million in 1985 to $33.8 million in 1986, according to the figures released by TvB.

In addition, Taco Bell showed a 30-percent increase, to $50.3 million in 1986, Red Lobster Inns a 32-percent increase, to $36.5 million, and Dairy Queen a 35-percent hike, to nearly $16 million, the survey showed.

However, some fast-food executives questioned the accurateness of the survey as it relates especially to smaller chains that do not advertise nationally and only on spot rather than network television. They said the poll is a fairly accurate reflection of the big spenders.

Data compiled for spots are based on 75 of a total 212 markets, and of those only 20 are monitored full-time. The rest are monitored once a month. When smaller chains that advertise sporadically are observed, discrepancies can therefore occur, depending on when the process takes place, executives pointed out.

In what is probably the biggest variance of all, Dairy Queen, for instance, which uses only spot television and not all the time, said it spent $31 million in 1986 and $28 million in 1985. The TvB, in contrast, reported the chain spent nearly $16 million in 1986 and $11.9 million in 1985.

The TvB survey is the only one of its kind. "It's based on a consistent form of [broadcast] monitoring," said the association's Bob Grebe. "It's the only game in town."

Big Three hamburger chains weigh fate of new menu items

Special to NRN

With their busiest season drawing near, the so-called Big Three hamburger chains are deciding the fate of certain menu items now in test.

Segment leader McDonald's recently discontinued a test of a calzonelike, deep-fried pizza called McPizza—only to launch a sales trial of an oven-baked, single-serving pie of the same name.

Burger King, the nation's second-largest hamburger chain, is mulling over the possibility of letting franchisees add a line of four prepackaged salads, a spokeswoman said. The salads—chef's, shrimp, spinach, and garden—are being tested in 36 stores in three markets.

"We're talking to franchisees about making the salads an option," the spokeswoman said. "They have to offer a salad, and we're considering letting them use the prepackaged salads instead of a salad bar. But we haven't decided anything yet."

Burger King is being pressured into making a decision by McDonald's national rollout of its chef's, spinach, shrimp, garden, Oriental, and pasta McSalads. In a related development, Burger King has expanded a sales test of its one-ounce Burger Bundles hamburgers to 1,352 stores in 32 markets, including Chicago, Denver, and other major cities. The small sandwiches, which are sold in three- and six-packs, were first tested in 522 units in 13 markets last fall.

Wendy's, the number-three burger chain, recently told stockholders that it would make a decision soon about its two-ounce hamburger.

"Such a hamburger could help capture a greater share of the family market," stated a letter signed by Wendy's chairman Robert L. Barney and founder and senior chairman R. David Thomas.

Wendy's recently expanded its test of the small burgers, rolling it into Chicago and other markets. The Dublin, Ohio-based chain is in the midst of a drive to raise sales by narrowing its marketing focus almost exclusively to hamburgers.

Yet Wendy's is also testing several breakfast biscuits in Louisiana and a fish sandwich in at least one market, according to financial analysts. The fast feeder would not confirm the reports.

The chain recently pulled hot dogs, dumplings, and taco salad off the menu of company-run stores and made the products optional for franchisees, according to Jay H. Freedman, restaurant analyst for Kidder, Peabody & Co.

McDonald's is testing its revamped McPizza in Chicago.

LATE NEWS DIGEST

Mrs. Fields to buy bakery

PARK CITY, Utah — Mrs. Fields Chocolate Chippery, parent of the 310-outlet Mrs. Fields Cookies chain, has reportedly agreed to buy the 130-unit Le Petite Boulangerie bakery group from food-service giant Pepsico Inc. Terms were not disclosed.

PepsiCo bids for Calny

SAN MATEO, Calif. — Calny Inc.'s board is expected to meet shortly to review the unsolicited bid it received from PepsiCo Inc. Calny is a 143-unit franchisee of Taco Bell, PepsiCo's Mexican fast-food chain. PepsiCo proposed the acquisition by Taco Bell of Calny's stock at $11.50 a share. Taco Bell recently acquired 9.9 percent of Calny's stock.

Triffon named a 'Master'

MONTEREY, Calif. — Madelaine Triffon of the London Chop House in Detroit has won the Master Sommelier designation from the British Master Court of Sommeliers. She is the first American woman, and only the 46th person worldwide in 18 years, to be named a Master Sommelier.

Seagram selling wineries

NEW YORK — Joseph E. Seagram & Sons Inc. has agreed to sell its Taylor California Cellars, Taylor New York, Great Western, Paul Masson, and Gold Seal wines to Vintners International Co. for about $200 million in cash. The agreement includes the sale of wineries and vineyards in Gonzales, Soledad, and Madera, Calif., and Hammondsport, N.Y., Seagram said. The company, however, will retain all rights in Canada to the Paul Masson brand and will have the exclusive right to market outside the U.S. all the brands involved in the sale. Sterling Vineyards and Monterey Vineyard will remain in the Seagram fold.

WALL STREET UPDATE

Index passes 200

NEW YORK — The *Nation's Restaurant News* Stock Index rose 2.9 points in the week ended March 13 and closed at a record 200.9. Price-change winners beat the losers by more than 3 to 2.

(Story, Charts on pages 64-66)

Kovi, Margittai win awards

NEW YORK — Paul Kovi and Tom Margittai, co-owners of The Four Seasons restaurant here, won this year's Lifetime Achievement Award from La Chaine des Rotisseurs, a food and wine group. Joe Baum, owner of Aurora in New York and last year's winner, presented the awards at A View from the Vineyards, a food-and-wine-tasting event sponsored by La Chaine and held at the Hotel Pierre.

Jefferson named president

EUGENE, Ore. — Everett Jefferson has been named president and chief operating officer of International King's Table. Roger W. Houmes, the company's chairman and chief executive, had also served as president. The position of chief operating officer had been vacant. Jefferson most recently was president and chief executive of Straw Hat Pizza.

Third Atchafalaya planned

HOUSTON — Dick Tannenbaum will open a third Atchafalaya River Cafe in the Dallas suburb of Addison next month. At the same time, the two Houston restaurants have begun offering a Cajun catering service.

From staff and wire reports

INSIDE THIS ISSUE

Innovation and experimentation are admirable characteristics in a core business, but when they lead to "sister" concepts, watch out. *Page 9.*

Squab cultivated on farms rather than caught in the wild is joining quail as one of the more esoteric entries on restaurant game menus. *Page 10.*

Pan-baking is becoming an increasingly popular method for preparing fish. It allows a sauce to be prepared jointly with the entrée, reducing crowding around the sauté station. *Page 10.*

A new television campaign for The Velvet Turtle conveys the chain's suburban essence by showing customers having a ball. *Page 15.*

The Prime Rib of Washington, D.C., recently celebrated President's Day and the bicentennial of the U.S. Constitution by serving a nostalgic American meal dating from the late 18th century. *Page F9.*

Promoting quality brands can help maximize net liquor profits and build repeat business—an important consideration in a time when drink unit sales are declining. *Page F10.*

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FINANCIAL NEWS

NRN index rallies to set new record, rises 2.9 points to 200.9

By Don Jeffrey

NEW YORK — Despite softness in the overall stock market, the *Nation's Restaurant News* Index of 83 issues passed 200 for the first time, rising 2.9 points and closing the week ended March 13 at a record 200.9.

The Dow Jones Industrial Average of 30 blue-chip stocks dropped 21.57 points and closed at 2,258.66. Analysts said that investors, worried about a major correction in the market, were selling stocks to take profits.

Issues advancing in price outnumbered decliners, 80 to 52, on *NRN*'s complete listing of 158 restaurant, lodging, diversified, and food-service manufacturing and distributing companies. Twenty-six did not change.

But stocks changing hands at volumes below their 12-week trading averages overwhelmed the more active issues, 95 to 59, with four unchanged.

Two issues that received enthusiastic recommendations from market analysts during the week were among the leading price and volume gainers.

Yogurt franchisor TCBY rose $4.75, to $24, on volume of more than 1.6 million shares, 152 percent above average, after a recommendation from the editor of the *Professional Tape Reader*, analysts said.

Ryan's Family Steakhouses gained $5.50, to $33.25, on volume of more than 1.6 million shares, about 150 percent above average, after Morgan Stanley analyst L. Keith Mullins raised his earnings estimates for this year and next.

Another realtively active stock was Sbarro, the Italian-style cafeteria chain. Volume was 165 percent above average, at 162,400 shares. The company reported year-to-year increases in net profit, for the fourth quarter and year ended Dec. 31, of 26 percent and 43 percent, respectively. The price rose $1.63, to $19.63.

Five issues closed at 52-week price highs: Morrison, up $1.25, to $27; Bob Evans Farms, $1, to $26.75; Collins Foods, $1.50, to $22.88; Nathan's, 13 cents, to $8.13, and Consolidated Products, 13 cents, to $4.50.

Three finished at yearly lows: Allegheny Beverage, down 75 cents, to $4.75; Orange Julius, 25 cents, to $2.75, and Southern Hospitality, 13 cents, to $2.38.

VOLUME TREND LEADERS

Resorts Intl A	A	330.7	Ramada Inc	N	152.2
Max & Erma's	O	301.3	Ryans Family	M	149.7
Capt Crab	M	202.2	Wilson Foods	M	146.8
Sbarro Inc	A	165.7	Benihana Natl	M	143.7
TCBY Enterprises	M	152.7	Grace W R	N	139.8

TOP PERCENTAGE PRICE GAINERS

Am Restaurants	M	75.0	Ryans Family	M	19.8
Stuff Yer Face	O	33.3	Benihana Natl	M	18.2
Capt Crab	M	30.0	Sizzler Rest	M	17.6
Sonesta Intl	M	25.0	ARK Restaurants	M	16.7
TCBY Enterprises	M	24.7	Morgan's Food	A	12.5

TOP PERCENTAGE PRICE LOSERS

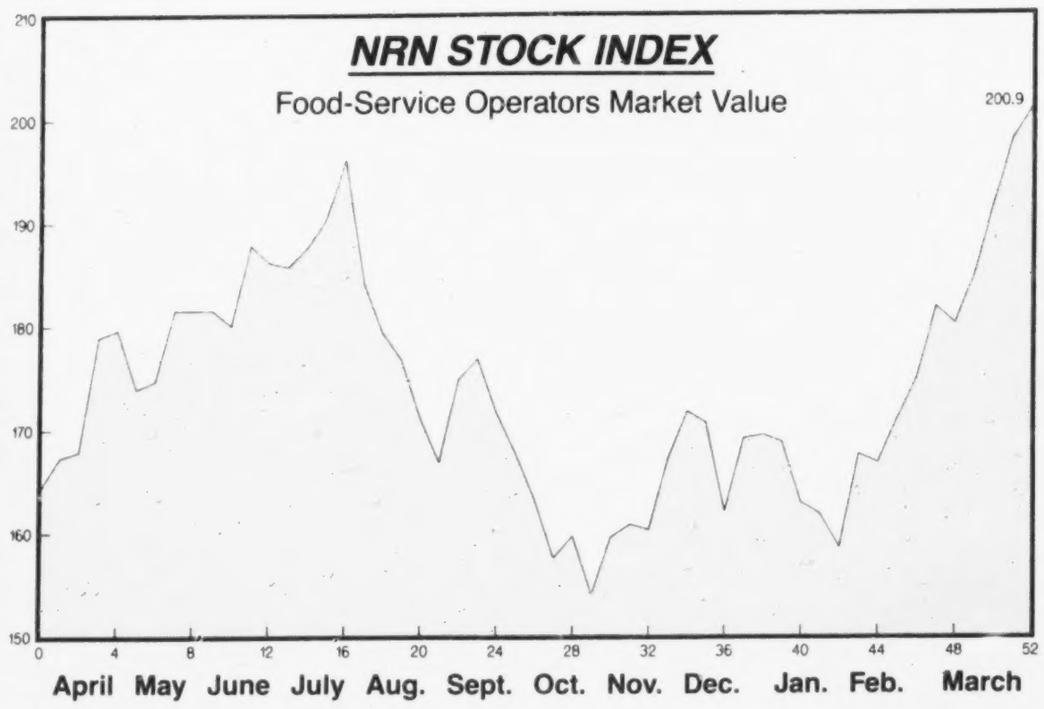
Max & Erma's	O	- 18.8	La Quinta Inns	N	- 6.1
Allegheny Bev	M	- 13.6	Mr Steak	O	- 5.6
Fuddruckers Inc	M	- 12.9	So Hospitality	M	- 5.0
Maverick Rest	M	- 9.1	Marriott Corp	N	- 4.8
Orange Julius	M	- 8.3	Lifestyle Rest	A	- 4.8

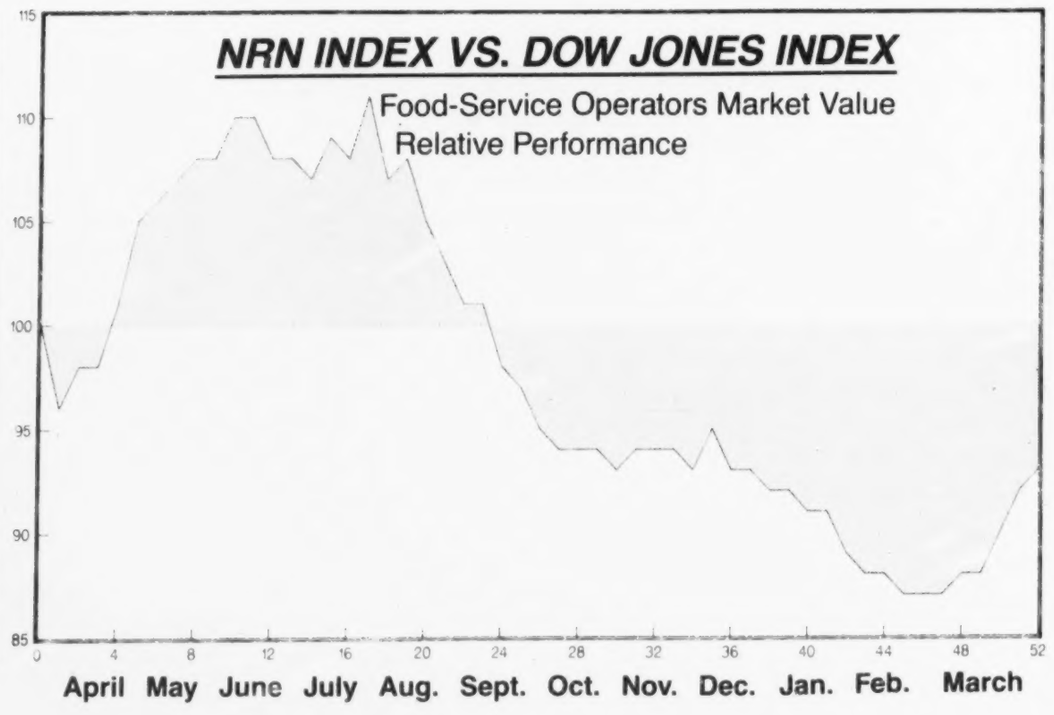
All figures represent weekly percentage change

Stock Market / Financial Update

Company and Market	3-13-87 Close	Weekly Change Amt.	Weekly Change Pct.	Weekly Range High	Weekly Range Low	52-Week Range High	52-Week Range Low	Volume Weekly Shares Traded Total	Volume Weekly Shares Traded % Out	Volume 12-Week Avg. V. As % Out	Volume Trend Change	P/E Ratio	Indicated Divd. Rate Amt.	Indicated Divd. Rate Yld.	Latest Report New Report	Latest Report Period	Latest Report Date Ended	Latest Quarter Revenue Latest	Latest Quarter Revenue Yr. Ago	Latest Quarter Net Income Latest	Latest Quarter Net Income Yr. Ago	Latest Quarter E.P.S. Latest	Latest Quarter E.P.S. Yr. Ago	Year-to-Date Revenue Latest	Year-to-Date Revenue Yr. Ago	Year-to-Date Net Income Latest	Year-to-Date Net Income Yr. Ago	Year-to-Date E.P.S. Latest	Year-to-Date E.P.S. Yr. Ago
-	$	$	%	$	$	$	$	(100)	%	%	%	-	$	%	-	-	-	$Mil	$Mil	$Mil	$Mil	$	$	$Mil	$Mil	$Mil	$Mil	$	$
Restaurants - NRN Stock Index Issues																													
Am Restaurants M	1.75	.75	75.0	1.75	1.75	4.13	1.00	2	.01	.21	- 95.2	NE	.00	.0	.....	9 mos.	10-86	4.8	5.4	(.3)	(.2)	(.15)	(.06)	14.2	15.8	(.7)	(.1)	(.32)	(.02)
ARK Restaurants M	5.25	.75	16.7	5.25	4.63	12.25	3.25	193	.50	.71	- 29.6	NE	.00	.0	.....	3 mos.	12-86	5.9	5.4	(.1)	.2	(.02)	.07	5.9	5.4	(.1)	.2	(.02)	.07
Assoc Hosts M	9.75	.38	4.0	9.88	9.38	9.75	7.75	666	1.47	.98	50.0	NE	.12	1.2	.....	3 mos.	12-86	17.9	21.2	.5	.2	.10	.05	17.9	21.2	.5	.2	.10	.05
Bob Evans Farms M	26.75	1.00	3.9	26.75	25.50	26.75	17.50	1,910	.84	1.18	- 28.8	28.8	.28	1.0	.....	9 mos.	01-87	81.2	69.1	6.1	5.1	.27	.23	234.5	197.2	15.9	15.7	.71	.70
Bombay Palace M	8.13	.63	8.3	8.38	8.00	8.50	4.00	696	3.87	5.61	- 31.0	27.1	.00	.0	.....	9 mos.	09-86	2.2	1.9	.3	.1	.06	.09	6.0	5.2	.4	.3	.20	.20
Burger Kg MLP N	18.75	- .88	- 4.5	19.63	18.50	24.38	7.75	728	1.79	1.45	23.4	NA	1.10	5.9	.....		00-00	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Calny Inc M	10.88	- .50	- 4.4	11.25	10.75	15.63	6.75	2,281	4.81	6.23	- 22.8	45.3	.16	1.5	.....	9 mos.	11-86	19.4	16.6	.5	1.1	.10	.24	56.2	46.8	1.2	2.7	.25	.59
Capt Crab M	.81	.19	30.0	0.88	0.63	1.50	.56	4,389	2.81	.93	202.2	27.1	.00	.0	.....	3 mos.	11-86	2.6	2.4	.2	(.1)	.01	(.01)	2.6	2.4	.2	(.1)	.01	(.01)
Chefs Intl O	.31	.00	.0	0.38	0.31	.44	.09	1,346	.69	.86	- 19.8	NE	.00	.0	.....	6 mos.	07-86	5.5	5.5	.0	NC	.00	NC	10.8	10.8	(.2)	NC	(.01)	NC
Chi-Chi's M	7.88	.75	10.5	8.00	7.00	11.25	6.50	22,657	8.36	3.71	125.3	37.5	.00	.0	.....	6 mos.	10-86	75.7	64.7	1.8	3.5	.07	.13	151.7	129.8	4.6	8.0	.17	.30
Chili's Inc M	30.13	.00	.0	30.50	29.88	30.75	18.75	1,012	1.94	4.76	- 59.2	29.2	.00	.0	.....	6 mos.	12-86	48.5	24.5	1.6	1.0	.28	.18	84.1	49.8	3.1	2.3	.55	.44
Churchs Fr Ch N	13.88	.13	.9	14.00	13.75	18.50	10.88	5,293	1.41	2.39	- 41.0	30.2	.46	3.3	.....	fiscal	12-86	138.7	159.5	1.5	(5.6)	.04	(.15)	480.5	548.8	17.3	23.4	.46	.62
Collins Foods N	22.88	1.50	7.0	22.88	21.00	22.88	14.00	3,697	1.85	2.03	- 8.9	40.8	.12	.5	NEW	9 mos.	01-87	167.7	129.3	4.0	2.8	.19	.14	519.7	398.5	19.3	14.2	.93	.70
Cons' Prods M	4.50	.13	2.9	4.50	4.38	4.50	2.38	183	.56	.67	- 16.4	13.2	.08	1.8	.....	3 mos.	12-86	19.9	19.4	.3	(.3)	.09	(.11)	19.9	19.4	.3	(.3)	.09	(.11)
Consul Rest M	1.75	.13	7.7	2.00	1.63	4.25	1.25	701	1.46	1.65	- 11.5	NE	.00	.0	.....	6 mos.	11-86	17.7	18.6	(.6)	(1.1)	(.12)	(.24)	37.4	40.4	(.4)	(1.0)	(.09)	(.22)
Cracker Barrel M	25.25	- 1.25	- 4.7	26.25	25.25	26.75	14.50	939	2.63	1.72	52.9	22.1	.15	.6	.....	6 mos.	01-87	21.1	17.4	.3	.1	.10	.02	45.0	37.7	1.5	1.1	.43	.30
Cucos Inc O	2.50	.00	.0	3.00	2.50	7.25	2.00	3	.01	.34	- 97.1	NE	.00	.0	.....	6 mos.	12-86	2.3	2.5	(.3)	.1	(.14)	.05	5.6	5.3	(.5)	.2	(.24)	.10
Dunkin Donuts M	31.50	1.75	5.9	31.75	29.75	37.38	27.00	3,913	5.40	4.16	29.8	18.9	.32	1.0	.....	3 mos.	01-87	24.7	26.2	3.4	3.1	.46	.42	24.7	26.2	3.4	3.1	.46	.42
El Chico M	4.25	.00	.0	4.38	4.13	8.25	3.50	733	1.58	1.49	6.0	NE	.00	.0	.....	9 mos.	02-87	20.7	13.7	(3.5)	.4	(.74)	.09	62.4	65.7	(3.7)	2.0	(.79)	.43
El Pollo Asa M	6.25	- .13	- 2.0	6.38	6.13	8.38	5.38	697	1.86	3.56	- 47.8	78.1	.00	.0	.....	9 mos.	12-86	2.9	.5	.1	(.1)	.04	(.02)	7.5	3.5	3	.1	.09	.04
Famous Rest M	2.38	.13	5.6	2.50	2.13	2.63	1.44	1,775	2.96	1.43	107.0	NE	.00	.0	.....	fiscal	12-86	14.5	10.2	(11.8)	(.3)	(1.97)	(.05)	60.8	50.7	(11.4)	NC	(1.91)	.01
Fast Food Oper O	.25	.00	.0	0.34	0.25	.69	.25	185	.31	.30	3.3	NE	.00	.0	.....	9 mos.	09-86	2.1	2.2	(.2)	NC	.00	.01	5.8	5.9	(.1)	.1	(.02)	.02
Frisch's A	38.00	1.25	3.4	38.13	36.25	40.66	25.97	193	.41	.41	.0	55.1	.22b	.6	.....	6 mos.	11-86	32.4	30.1	.5	.6	.10	.15	76.3	71.1	1.6	1.5	.32	.33
Fuddruckers Inc M	1.69	- .25	- 12.9	2.06	1.63	5.63	1.38	3,169	4.69	2.66	76.3	NE	.00	.0	.....	9 mos.	09-86	18.9	14.7	(.7)	.1	(.09)	.01	52.1	38.6	(3.4)	.6	(.50)	.09
Hamburg Hamlet M	6.25	.50	8.7	6.25	5.75	7.75	3.94	51	.15	.15	.0	16.4	.00b	.0	.....	9 mos.	12-86	11.0	9.3	.2	.4	.05	.12	32.8	28.2	.4	1.1	.12	.34
Intl Dairy Queen a M	28.50	.50	1.8	29.50	27.50	35.50	21.00	80	.08	.49	- 83.7	22.8	.00	.0	.....	fiscal	11-86	37.1	31.5	1.8	1.6	.19	.17	183.9	159.1	12.1	9.7	1.25	.98
Intl Kings Tab M	19.25	.00	.0	19.50	19.00	30.00	15.75	353	1.22	4.09	- 70.2	14.4	.00	.0	.....	6 mos.	12-86	20.0	19.0	.2	.6	.15	.22	40.9	37.9	1.2	1.7	.51	.60
JB Restaurant M	7.00	.25	3.7	7.13	6.50	10.00	5.00	626	1.29	1.91	- 32.5	NE	.00	.0	.....	3 mos.	12-86	22.2	23.5	.3	(.4)	.00	(.09)	22.2	23.5	.3	(.4)	.00	(.09)
Jerrico Inc M	23.88	- .38	- 1.5	24.13	23.88	26.38	17.88	4,287	2.01	4.26	- 52.8	18.2	.16	.7	.....	6 mos.	12-86	143.7	140.3	5.2	5.1	.25	.24	296.9	280.0	12.6	12.3	.60	.58
Kapok Cp A	2.88	.00	.0	3.00	2.88	5.88	2.00	47	.19	.64	- 70.3	NE	.00	.0	.....	3 mos.	12-86	2.7	2.5	(.4)	(.5)	(.14)	(.21)	2.7	2.5	(.4)	(.5)	(.14)	(.21)
Karcher Carl M	19.63	1.38	7.5	19.63	17.63	20.50	13.63	2,755	3.88	2.53	53.4	25.8	.00	.0	.....	9 mos.	10-86	74.2	75.1	1.8	1.5	.25	.22	240.8	249.7	4.2	3.8	.59	.54
Lifestyle Rest A	1.25	- .06	- 4.8	1.31	1.13	2.19	.69	188	.33	.86	- 61.6	NE	.00	.0	.....	fiscal	10-86	16.2	17.7	(2.6)	.1	(.45)	.02	74.9	77.5	(4.4)	(4.7)	(.77)	(.83)
Luby's Cafe N	29.88	.50	1.7	30.13	28.25	30.25	23.69	460	.25	.44	- 43.2	24.5	.44	1.5	.....	3 mos.	11-86	55.2	51.5	5.3	4.9	.29	.27	55.2	51.5	5.3	4.9	.29	.27
Marcus Corp M	24.75	- .50	- 2.0	25.50	24.75	29.75	20.13	760	1.49	1.04	43.3	15.6	.33	1.3	.....	6 mos.	11-86	34.1	32.2	1.6	2.2	.31	.43	72.6	68.3	4.6	5.4	.94	1.05
Marriott Corp N	39.88	- 2.00	- 4.8	42.00	39.50	43.75	26.31	26,221	1.99	1.38	44.2	28.5	.16	.4	.....	fiscal	12-86	1850.2	1396.2	56.2	51.8	.41	.38	5266.5	4241.7	191.7	167.4	1.40	1.24
Maverick Rest M	1.25	- .13	- 9.1	1.25	1.25	2.50	1.00	5	.01	.62	- 98.4	NE	.00	.0	.....	9 mos.	10-86	3.8	3.5	(.1)	.1	(.03)	.01	11.1	9.9	.0	NC	.00	(.01)
Max & Erma's O	1.63	- .38	- 18.8	2.00	1.63	2.25	1.25	1,120	6.22	1.55	301.3	NE	.00	.0	.....	fiscal	10-86	3.8	3.7	.0	(.2)	.01	(.07)	16.5	16.3	(.3)	(.3)	(.18)	(.14)
McDonald's Cp N	76.50	- 1.50	- 1.9	78.75	75.75	78.75	55.38	18,900	1.48	1.83	- 19.1	20.5	.66	.9	.....	fiscal	12-86	1088.3	915.9	113.5	103.5	.89	.80	4240.2	3694.7	479.7	433.0	3.73	3.33
McFaddin Ven A	1.75	.00	.0	1.88	1.63	5.75	1.38	377	.71	.48	47.9	NE	.00	.0	.....	fiscal	11-86	15.7	17.8	(19.0)	.4	(3.56)	.06	67.9	65.9	(18.9)	4.3	(3.55)	.84
Morrison Inc M	27.00	1.25	4.9	27.00	25.50	27.00	21.13	1,148	.80	2.09	- 61.7	32.9	.48b	1.8	.....	6 mos.	11-86	144.1	123.8	5.3	5.4	.37	.37	285.8	252.6	11.0	10.3	.77	.71
Morgan's Food A	2.25	.25	12.5	2.25	2.00	2.75	1.13	379	.40	.84	- 52.4	NE	.00	.0	.....	9 mos.	11-86	5.1	3.8	.2	.1	.02	.03	14.1	11.8	.5	.2	.06	.05
Mr Steak O	1.06	- .06	- 5.6	1.13	1.06	1.38	.38	768	1.60	1.42	12.7	NE	.00	.0	.....	3 mos.	12-86	4.9	6.0	.1	(.3)	.01	(.05)	4.9	6.0	.1	(.3)	.01	(.05)
Nathans M	8.13	.13	1.6	8.13	8.00	8.13	4.00	134	.59	1.98	- 70.2	31.3	.07	.9	.....	9 mos.	12-86	5.3	5.3	.0	.1	.00	.03	18.4	18.8	1.0	1.0	.45	.43
Nati Pizza M	17.25	- .25	- 1.4	17.75	17.25	18.25	13.00	459	.62	1.17	- 47.0	21.6	.00	.0	.....	9 mos.	12-86	22.7	16.0	1.5	1.2	.19	.17	64.8	47.2	5.0	4.2	.65	.56
Old Fashion Fd M	4.75	- .13	- 2.6	4.88	4.75	5.75	4.50	12	.09	.59	- 84.7	11.3	.00	.0	.....	6 mos.	11-86	4.1	3.7	.1	.2	.09	.11	8.0	7.4	.3	.3	.21	.21
Old Spag Wrehse M	5.75	.50	9.5	5.75	5.00	6.75	3.25	38	.25	3.28	- 92.4	NE	.00	.0	.....	6 mos.	12-86	4.5	3.5	.2	.1	.10	.05	8.7	7.2	.3	.2	.19	.15
Panchos Mex Buffet M	13.63	.00	.0	14.00	13.50	14.63	9.50	126	.31	1.22	- 74.6	22.0	.13b	1.0	.....	3 mos.	12-86	10.8	9.2	.5	.4	.11	.09	10.8	9.2	.5	.4	.11	.09
Perkin Fam N	12.25	- .13	- 1.0	12.38	11.75	13.13	10.63	302	.60	1.24	- 51.6	NA	.00	.0	.....		00-00	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Piccadilly Caf M	23.50	.25	1.1	24.00	23.00	25.75	18.75	394	.42	1.31	- 67.9	17.2	.48	2.0	.....	6 mos.	12-86	55.6	53.3	3.7	3.4	.39	.37	110.2	103.6	6.7	6.0	.71	.64
Pizza Inn A	12.13	.50	4.3	12.13	11.63	12.63	7.25	694	2.10	3.32	- 36.7	67.4	.08	.7	.....	9 mos.	09-86	48.5	50.0	(.9)	.1	(.31)	.02	165.8	148.3	1.7	.5	.53	.16
Po-Folks M	3.88	- .13	- 3.1	4.00	3.88	11.00	3.63	129	.29	.72	- 59.7	NE	.00	.0	.....	3 mos.	12-86	38.3	38.5	(1.8)	(.8)	(.40)	(.19)	38.3	38.5	(1.8)	(.8)	(.40)	(.19)
Primo Inc O	.19	.00	.0	0.25	0.19	2.19	.13	672	1.90	1.48	28.4	NE	.00	.0	.....	fiscal	09-86	.2	2.4	(4.0)	(.2)	(1.13)	(.05)	4.6	5.4	(3.9)	.1	(1.10)	.03
RAX Restaurants M	5.50	.13	2.3	5.50	5.13	9.75	4.63	738	1.06	1.10	- 3.6	NE	.00	.0	.....	6 mos.	01-87	28.1	29.3	(4.0)	(.3)	(.58)	(.04)	59.2	61.4	(3.7)	NC	(.53)	NC
Rest Assoc B A	10.25	.13	1.2	10.50	9.75	12.00	8.13	124	.28	.28	.0	10.0	.30	2.9	.....	9 mos.	09-86	54.4	35.9	1.5	1.2	.28	.28	144.5	104.9	3.3	1.5	.64	.37
Rest Mgmt M	10.50	1.00	10.5	10.50	9.50	13.41	7.25	964	2.30	1.91	20.4	22.3	.07	.7	NEW	3 mos.	01-87	12.6	11.4	.7	.6	.17	.14	12.6	11.4	.7	.6	.17	.14
Restec O	2.75	.00	.0	3.50	2.75	3.00	2.75	10	.06	.23	- 73.9	NE	.00	.0	.....	6 mos.	12-86	1.9	1.6	(.1)	(.2)	(.05)	(.07)	3.8	3.2	(.1)	(.2)	(.06)	(.09)
Ritzys G D M	1.00	.00	.0	1.06	1.00	2.75	.94	66	.11	.51	- 78.4	NE	.00	.0	.....	fiscal	12-86	2.3	1.3	(.8)	(1.4)	(.13)	(.27)	9.5	12.0	(1.8)	(5.5)	(.29)	(1.06)
Rudy's Restaurant M	4.38	.25	6.1	4.38	4.13	7.63	3.50	223	.63	.88	- 28.4	NE	.00	.0	NEW	3 mos.	12-86	4.4	4.0	.0	(.2)	.01	(.08)	4.4	4.0	.0	(.2)	.01	(.08)
Rusty Pelican M	6.75	- .13	- 1.8	6.88	6.75	13.75	5.00	122	.43	1.27	- 66.1	NE	.00	.0	.....	6 mos.	01-87	12.6	12.9	.1	.1	.03	.05	25.6	27.2	.1	.4	.05	.15
Ryans Family M	33.25	5.50	19.8	34.25	29.50	33.50	13.84	16,429	9.49	3.80	149.7	52.0	.00	.0	.....	fiscal	12-86	28.0	18.2	3.0	1.7	.17	.12	103.3	54.1	10.8	5.4	.64	.35
Sandwich Chef M	5.75	.00	.0	5.75	5.50	9.88	5.50	58	.47	1.15	- 59.1	NE	.00	.0	.....	6 mos.	12-86	7.4	7.1	(1.4)	.1	(1.09)	.07	14.9	14.4	(1.3)	.3	(1.04)	.23
Sbarro Inc A	19.63	1.63	9.0	20.38	17.50	20.38	11.00	1,624	1.86	.70	165.7	35.0	.00	.0	.....	9 mos.	09-86	15.6	9.3	1.4	1.0	.16	.14	37.7	22.2	2.9	1.9	.35	.28
Sea Galley M	2.38	- .06	- 2.6	2.38	2.13	5.00	1.88	149	.51	2.42	- 78.9	NE	.00	.0	.....	9 mos.	09-86	13.3	14.6	(1.7)	.1	(.58)	.05	42.2	44.5	(1.6)	2.4	(.54)	.75
Shoney's Inc M	29.63	.13	.4	30.00	29.38	30.81	24.00	4,949	1.37	1.40	- 2.1	25.8	.16	.5	.....	fiscal	10-86	149.9	131.3	8.6	9.6	.24	.27	622.6	540.6	41.8	37.2	1.15	1.04
Shoney's South M	14.38	- .25	- 1.7	14.38	14.00	18.63	12.63	543	.76	1.11	- 31.5	16.3	.00	.0	.....	fiscal	12-86	44.8	39.9	.0	.7	(.03)	.13	198.1	177.5	5.7	5.4	.88	.94
SIS Cp M	7.25	.25	3.6	7.25	7.00	8.00	4.25	113	.73	1.15	- 36.5	NM	.00	.0	NEW	fiscal	12-86	3.8	3.6	(.1)	NC	(.03)	NC	15.4	13.5	.0	NC	.01	NC
Sizzler Rest M	21.75	3.25	17.6	22.00	18.50	21.75	12.69	4,108	2.41	1.71	40.9	28.2	.00	.0	.....	6 mos.	10-86	58.6	44.0	2.9	3.1	.17	.19	116.6	90.4	5.7	6.1	.40	.39
Skippers M	8.00	- .13	- 1.5	8.00	7.88	11.00	7.38	439	1.61	1.04	54.8	NE	.08	1.0	.....	9 mos.	09-86	18.1	17.2	.5	.6	.14	.21	54.8	48.7	.1	1.7	.05	.62
So Hospitality M	2.38	- .13	- 5.0	2.50	2.38	5.63	2.38	229	.46	1.21	- 62.0	NM	.00	.0	.....	6 mos.	11-86	10.5	13.2	(.2)	.4	(.03)	.07	22.5	25.4	.2	1.1	.04	.22
Stuff Yer Face O	.25	.06	33.3	0.31	0.19	.34	.13	369	.24	.21	14.3	NE	.00	.0	.....	6 mos.	09-86	.7	.9	.0	(.2)	.00	(.01)	1.3	1.7	.0	(.3)	.00	(.02)
Swensens Inc O	.81	.00	.0	1.00	0.81	1.50	.63	141	.32	.38	- 15.8	NE	.00	.0	.....	9 mos.	09-86	2.5	2.7	.0	.1	.01	.02	7.4	8.0	(.2)	(.2)	(.05)	(.02)
Sybra Inc M	12.00	.00	.0	12.50	12.00	13.00	10.00	40	.20	.31	- 35.5	10.0	.00	.0	.....	6 mos.	12-86	18.6	14.8	1.2	.9	.41	.33	34.5	29.2	1.9	1.6	.69	.58
Taco Villa M	2.88	.00	.0	2.88	2.88	4.63	2.88	13	.02	.07	- 71.4	NE	.00	.0	.....	9 mos.	09-86	21.9	22.4	(.8)	(.3)	(.10)	(.04)	65.2	56.5	(.9)	NC	(.11)	NC
Taco Viva M	1.88	.13	7.1	1.88	1.75	3.50	1.75	63	.19	.61	- 68.9	NE	.00	.0	.....	6 mos.	11-86	4.5	4.7	(.5)	(1.2)	(.14)	(.34)	11.1	11.0	(.5)	(1.2)	(.15)	(.35)
TGI Friday's N	9.25	.63	7.2	9.38	8.50	10.00	6.50	2,746	2.42	1.05	130.5	NM	.00	.0	.....	fiscal	12-86	90.3	78.3	(2.1)	.8	(.11)	.04	359.8	314.4	1.4	9.5	.08	.52
TCBY Enterprises M	24.00	4.75	24.7	25.25	19.00	39.53	11.56	16,858	9.78	3.87	152.7	51.1	.00	.0	NEW	fiscal	11-86	5.7	4.6	2.0	.9	.12	.06	23.0	16.9	8.0	3.1	.47	.20
TW Services N	17.13	.25	1.5	17.63	16.50	17.63	14.13	29,646	6.11	NC	NC	29.5	.03	.2	.....	9 mos.	09-86	.5	.5	.0	NC	.13	.22	1.5	1.5	.0	NC	.37	.66
Twistee Treat M	2.31	- .06	- 2.6	2.31	2.19	5.06	1.94	4,457	2.48	2.40	3.3	NE	.00	.0	.....	9 mos.	10-86	.7	.4	(.5)	(.4)	(.03)	(.07)	2.0	1.5	(2.0)	(1.0)	(.11)	(.07)
USACafes A	8.75	.13	1.4	8.88	8.50	9.13	5.50	892	1.37	.95	44.2	10.2	.34	3.9	.....	fiscal	09-86	3.2	4.7	3.1	.8	.47	.14	18.1	18.7	5.6	2.5	.86	.40
Vicorp Restaurants M	13.75	.00	.0	13.75	13.50	23.00	10.25	473	.55	3.23	- 83.0	NE	.00	.0	.....	fiscal	10-86	86.0	96.5	(7.8)	(2.5)	(1.03)	(.30)	421.5	379.9	(24.2)	3.4	(3.37)	.37
Wendys Intl N	11.25	.25	2.3	11.25	10.63	17.81	9.25	21,223	2.21	2.25	- 1.8	NE	.24	2.1	.....	fiscal	12-86	271.4	295.4	11.7	18.6	.02	.20	1139.9	1125.6	4.9	76.2	(.05)	.82
Wstn Steer M	13.00	- .25	- 1.9	13.25	13.00	16.00	11.00	141	.76	1.01	- 24.8	11.9	.20	1.5	.....	9 mos.	11-86	16.0	12.6	.5	.5	.27	.31	41.8	35.8	1.3	1.2	.75	.74
Winners Cp N	3.25	- .13	- 3.7	3.50	3.13	6.63	3.13	382	.95	.92	3.3	NE	.00	.0	.....	fiscal	12-86	28.5	28.7	(.6)	(1.7)	(.14)	(.43)	116.2	112.2	(2.2)	(3.6)	(.54)	(.90)

NOTES AND EXPLANATIONS: Market: N—New York Stock Exchange. A—American Stock Exchange. O—NASDAQ Over-The-Counter. M—NASDAQ National Market. **Reporting Period:** 3 mos.—First quarter of fiscal year. 6 mos.—First six months of fiscal year. 9 mos.—First nine months of fiscal year. fiscal—Fiscal year. NEW—New report since last issue. **General Field Footnotes:** NA—Not available or not applicable. NC—Data required for calculation currently incomplete in our files. NE—Negative earnings invalidate calculations. NM—No meaningful figure. a—stock dividend. b—cash plus stock dividend. **The Charts:** The *NRN* Stock Index calculates the per cent change in the market value of food-service operators since Oct. 28, 1983. The *NRN* Stock Index vs. Dow Jones Index calculates the relative performance of the two indexes from their levels of 52 weeks ago.





Source: Media General Financial Services

Oct. 28, 1983 = 100

Company and Market	3-13-87 Close	Weekly Price Change Amt.	Weekly Price Change Pct.	Weekly Price Range High	Weekly Price Range Low	52-Week Price Range High	52-Week Price Range Low	Volume Weekly Shares Traded Total	Volume Weekly Shares Traded % Out	Volume 12-Week Avg. Vol. As % Out	Volume Trend Change	P/E Ratio	Indicated Divd. Rate Amt.	Indicated Divd. Rate Yld.	Latest Report New Report	Latest Report Period	Latest Report Date Ended	Latest Quarter Revenue Latest	Latest Quarter Revenue Yr. Ago	Latest Quarter Net Income Latest	Latest Quarter Net Income Yr. Ago	Latest Quarter E.P.S. Latest	Latest Quarter E.P.S. Yr. Ago	Year-to-Date Revenue Latest	Year-to-Date Revenue Yr. Ago	Year-to-Date Net Income Latest	Year-to-Date Net Income Yr. Ago	Year-to-Date E.P.S. Latest	Year-to-Date E.P.S. Yr. Ago
-	$	$	%	$	$	$	$	(100)	%	%	%	-	$	%	-	-	-	$Mil	$Mil	$Mil	$Mil	$	$	$Mil	$Mil	$Mil	$Mil	$	$
Hotels, Motels, and Casinos																													
Brock Hotel N	10.13	.50	5.2	10.13	9.50	93.75	6.25	1,132	1.73	1.53	13.1	NE	.00	.0	.....	9 mos.	09-86	42.5	55.8	.2	(39.1)	(.49)	(42.50)	136.9	184.5	.8	(38.9)	.13	(42.00)
Club Med N	27.63	.63	2.3	27.88	26.50	32.25	21.25	407	.30	.51	- 41.2	21.8	.20	.7	.....	fiscal	10-86	70.2	58.2	(.3)	(1.3)	(.02)	(.09)	337.0	279.7	17.4	14.2	1.27	1.04
Golden Nugget N	12.00	.00	.0	12.75	11.63	16.00	9.13	17,796	5.39	3.20	68.4	100.0	.00	.0	.....	9 mos.	09-86	102.9	104.3	5.8	8.3	.16	.24	288.7	294.4	10.4	29.3	.31	.84
Hilton Hotels N	84.75	1.75	2.1	85.50	81.00	86.50	62.75	5,150	2.08	1.46	42.5	21.6	1.80	2.1	.....	fiscal	12-86	197.0	184.3	26.1	28.8	1.05	1.16	740.4	712.4	97.8	100.2	3.92	4.03
Holiday Cp N	81.63	- .38	- .5	82.50	81.50	82.50	54.25	13,294	5.68	5.82	- 2.4	19.7	.00	.0	.....	fiscal	12-86	391.8	415.2	10.1	24.6	.46	.99	1647.8	1802.5	103.4	141.3	4.15	5.06
La Quinta Inns N	13.50	- .88	- 6.1	14.25	13.50	19.75	11.25	1,748	1.27	1.80	- 29.4	NM	.00	.0	.....	6 mos.	11-86	42.0	43.0	(2.0)	1.2	(.15)	.09	96.1	93.0	.5	5.2	.03	.36
Prime Mtr Inns N	45.75	1.00	2.2	46.50	44.25	46.50	24.50	6,633	2.27	1.46	55.5	40.5	.08	.2	.....	6 mos.	12-86	10.4	79.6	(.3)	8.3	(.01)	.31	100.5	154.1	11.5	16.1	.39	.61
Ramada Inc N	8.50	.75	9.7	9.00	7.63	11.00	6.00	33,573	8.45	3.35	152.2	31.5	.00	.0	.....	fiscal	12-86	176.6	138.7	1.7	2.3	.05	.06	687.0	583.2	10.3	13.8	.27	.37
Resorts Intl A A	59.50	3.25	5.8	66.00	56.25	77.00	42.75	12,917	22.74	5.28	330.7	NE	.00	.0	.....	fiscal	12-86	104.5	138.1	(22.1)	(1.7)	(3.44)	(.45)	449.1	463.9	(30.6)	6.1	(4.76)	.75
Servico Inc M	18.75	.00	.0	19.25	18.50	26.63	16.75	116	.31	.76	- 59.2	NM	.00	.0	.....	*	12-86	NC	NC	NC	NC	NC	NC	100.1	NC	3.5	NC	.92	NC
Sonesta Intl M	20.00	4.00	25.0	20.50	18.50	20.00	10.75	20	.07	.13	- 46.2	3.7	.20	1.0	NEW	fiscal	12-86	12.1	16.1	.8	(2.6)	.26	(.86)	64.9	68.8	16.7	(3.3)	5.47	(1.11)
Utd Inns N	32.88	.13	.4	33.25	32.50	51.75	32.38	239	.90	.83	8.4	NE	.00	.0	.....	3 mos.	12-86	40.7	40.4	(2.2)	2.6	(.85)	.97	40.7	40.4	(2.2)	2.6	(.85)	.97
Other Companies with Food-Service Operations																													
Allegheny Bev M	4.75	- .75	- 13.6	5.38	4.75	29.38	4.75	3,047	3.71	4.47	- 17.0	NE	.00	.0	.....	9 mos.	12-86	231.7	298.3	(40.3)	2.0	(4.91)	(.92)	819.5	828.1	(50.9)	76.0	(6.20)	10.31
Benihana Natl M	4.88	.75	18.2	5.25	4.13	10.88	3.38	1,589	4.63	1.90	143.7	NE	.00	.0	.....	9 mos.	12-86	13.7	14.6	(1.5)	(.8)	(.46)	(.26)	59.7	58.3	(4.9)	.4	(1.44)	.13
Disney Walt Co N	59.75	.00	.0	61.88	59.63	61.88	34.00	21,068	1.61	2.34	- 31.2	26.9	.32	.5	.....	3 mos.	12-86	755.5	504.2	89.8	34.7	.66	.26	755.5	504.2	89.8	34.7	.66	.26
Flanigan Ents A	6.25	- .25	- 3.8	6.75	6.00	6.75	3.50	77	.83	.81	2.5	14.5	.00	.0	.....	fiscal	09-86	6.9	10.6	2.5	(2.3)	2.16	(2.40)	36.2	55.3	.4	(1.9)	.43	(2.00)
Gen Mills N	53.63	1.50	2.9	54.38	50.75	54.38	34.38	13,120	1.46	1.21	20.7	22.0	1.28	2.4	.....	6 mos.	11-86	1341.3	1203.5	69.9	46.0	.79	.52	2527.7	2271.4	129.0	94.9	1.45	1.07
Grace W R N	60.38	3.75	6.6	62.25	55.63	62.25	45.25	32,577	7.84	3.27	139.8	20.5	2.80	4.6	.....	9 mos.	09-86	1321.2	1758.1	4.4	25.3	.10	.41	3982.2	5246.9	87.7	102.2	2.08	1.96
Hershey Foods N	27.13	- .88	- 3.1	28.13	27.00	29.88	19.16	5,600	.63	.85	- 25.9	19.1	.54	2.0	.....	fiscal	12-86	615.0	540.9	37.7	35.4	.41	.38	2169.6	1996.2	132.8	112.1	1.42	1.19
Horn & Hardart A	13.00	- .38	- 2.8	13.63	12.88	19.25	7.75	3,525	2.46	3.14	- 21.7	NE	.00	.0	.....	9 mos.	09-86	92.0	84.1	(37.1)	(5.9)	(2.60)	(.50)	279.0	257.7	(43.1)	(7.6)	(3.10)	(.66)
LDBrinkman Cp M	6.88	.50	7.8	6.88	6.38	9.88	4.88	2,573	4.29	2.52	70.2	10.9	.00	.0	.....	3 mos.	10-86	79.3	63.6	3.5	1.0	.56	.14	79.3	63.6	3.5	1.0	.56	.14
Ogden Corp N	67.25	2.13	3.3	70.38	63.25	71.50	28.38	11,444	5.95	3.46	72.0	10.9	2.00	3.0	.....	fiscal	12-86	183.8	260.3	438.8	(43.5)	4.53	(2.28)	799.8	1026.4	470.5	(21.6)	6.15	(1.16)
Orange Julius M	2.75	- .25	- 8.3	3.00	2.75	9.00	2.75	27	.15	.92	- 83.7	NE	.00	.0	.....	6 mos.	06-86	37.4	37.7	(.5)	(.4)	(.24)	(.21)	74.7	75.4	(.9)	(.7)	(.47)	(.42)
PepsiCo Inc N	35.00	.00	.0	35.75	33.75	37.00	24.50	41,142	1.58	1.77	- 10.7	20.0	.64	1.8	.....	fiscal	12-86	2786.9	2420.5	116.6	89.3	.44	.34	9290.8	8056.7	457.8	543.7	1.75	1.94
Pillsbury Co N	42.88	- .88	- 2.0	44.25	42.63	45.13	32.44	9,652	1.12	1.56	- 28.2	17.6	1.00	2.3	.....	6 mos.	11-86	1688.4	1527.9	53.9	55.0	.62	.63	3071.2	2755.7	101.8	97.7	1.17	1.12
RJR Nabisco N	58.38	- 2.38	- 3.9	60.50	58.13	65.63	37.00	30,305	1.21	1.63	- 25.8	15.2	1.60	2.7	.....	fiscal	12-86	1986.0	2467.0	314.0	334.0	1.21	1.17	15978.0	13533.0	1064.0	1001.0	3.83	3.60
Southland Corp N	53.25	1.38	2.7	53.63	50.75	60.50	44.00	12,099	2.51	3.50	- 28.3	13.4	1.12	2.1	.....	fiscal	12-86	2120.4	2898.4	23.5	43.5	.43	.86	8619.7	12377.4	200.4	212.5	3.96	4.41
Vie de France M	5.00	.00	.0	5.25	4.88	7.50	4.75	569	.53	1.01	- 47.5	20.8	.23	4.6	.....	6 mos.	12-86	15.0	14.7	.4	.9	.03	.07	29.7	29.0	1.2	1.9	.11	.17
Manufacturers and Distributors																													
Alco Standard N	50.63	.13	.2	51.50	50.00	51.50	37.00	1,166	.58	.89	- 34.8	18.6	1.28	2.5	.....	3 mos.	12-86	863.5	1021.2	14.8	14.8	.71	.66	863.5	1021.2	14.8	14.8	.71	.66
Anchor Hocking N	31.00	.00	.0	31.13	31.00	35.00	24.63	3,933	3.73	4.93	- 24.3	49.2	1.48	4.8	.....	fiscal	12-86	203.3	187.8	1.8	(7.6)	.17	(.73)	757.8	720.3	6.6	2.4	.63	.23
Angelica N	27.88	- .25	- .9	28.25	27.88	29.75	22.00	1,031	1.11	1.01	9.9	16.2	.64	2.3	.....	9 mos.	10-86	75.3	70.7	4.6	4.8	.49	.51	215.1	201.1	12.3	13.4	1.32	1.44
Anheuser Bu N	35.75	.75	2.1	36.63	34.63	36.63	22.25	32,186	1.17	1.32	- 11.4	21.2	.48	1.3	.....	fiscal	12-86	1927.4	1697.9	111.4	79.2	.37	.25	7677.2	7000.3	518.0	443.7	1.69	1.42
Borden Inc N	57.00	- .88	- 1.5	57.63	56.38	59.25	37.19	7,928	1.07	1.38	- 22.5	19.0	1.12	2.0	.....	fiscal	12-86	1356.4	1246.6	68.8	55.7	.93	.73	5002.1	4716.2	223.3	193.8	3.00	2.50
Bridgford Fds M	5.75	- .25	- 4.2	6.00	5.75	8.00	4.25	8	.06	.23	- 73.9	11.5	.00	.0	.....	fiscal	10-86	14.2	12.8	.3	.1	.24	.10	54.1	50.6	.6	.2	.50	.18
Campbell Scup N	65.63	1.38	2.1	66.38	63.38	68.50	50.50	5,106	.79	.83	- 4.8	18.4	1.44	2.2	.....	6 mos.	01-87	1248.6	1180.6	70.4	69.7	1.09	1.08	2363.2	2258.2	129.1	121.5	1.99	1.88
Canandaigua B A	27.50	1.25	4.8	28.75	26.50	38.50	21.75	73	.39	.30	30.0	12.4	.00	.0	.....	3 mos.	11-86	38.0	32.8	1.8	1.8	.38	.37	38.0	32.8	1.8	1.8	.38	.37
Carling OKeef N	13.38	.13	.9	13.63	13.25	13.63	8.88	1,001	.46	.42	9.5	NA	.48	NA	.....	9 mos.	12-86	229.2	231.7	6.6	2.7	.28	.10	733.6	735.7	16.4	6.4	.68	.22
Castle & Cooke N	22.25	.50	2.3	22.38	21.00	23.38	14.25	15,393	3.28	1.90	72.6	39.7	.00	.0	NEW	fiscal	12-86	325.7	329.9	(31.9)	(3.3)	(.85)	(.21)	1737.9	803.5	43.9	2.0	.56	(.24)
Clorox Co N	59.38	- .13	- .2	59.88	59.00	62.25	45.00	2,820	1.06	1.52	- 30.3	15.7	1.52	2.6	.....	6 mos.	12-86	214.6	207.1	16.0	13.6	.60	.51	488.4	492.2	45.0	40.0	1.69	1.51
Coca Cola Co N	47.13	.63	1.3	49.00	44.88	49.00	32.81	62,662	1.62	1.22	32.8	22.7	1.12	2.4	.....	9 mos.	09-86	2748.1	2172.7	233.1	195.6	.60	.49	7113.4	5967.0	619.8	532.9	1.60	1.35
Coors, Adolph M	26.88	.63	2.4	27.00	26.50	31.63	23.13	5,476	1.51	2.09	- 27.8	16.3	.50	1.9	.....	fiscal	12-86	275.9	278.9	4.0	7.8	.11	.22	1314.9	1281.1	59.4	53.4	1.65	1.52
ConAgra N	32.88	- .63	- 1.9	33.75	32.63	34.00	23.50	9,722	1.47	1.54	- 4.5	19.2	.58	1.8	.....	6 mos.	11-86	1694.9	1444.1	37.8	30.8	.55	.45	3466.0	3019.9	65.6	53.4	.96	.78
Corning Glass N	66.00	4.13	6.7	66.88	60.75	81.50	46.63	21,628	4.86	2.46	97.6	17.8	1.40	2.1	.....	fiscal	12-86	436.8	398.1	26.9	28.5	.60	.66	1856.3	1690.5	162.2	107.6	3.70	2.53
CPC Intl Inc N	48.50	.88	1.8	49.88	46.50	49.88	28.25	21,311	2.19	1.60	36.9	21.1	1.24	2.6	.....	fiscal	12-86	1201.9	1071.5	73.5	51.9	.80	.53	4548.8	4209.9	219.2	142.0	2.30	1.46
Dean Foods N	31.00	1.88	6.4	31.25	29.00	33.69	25.13	1,682	.63	.67	- 6.0	20.3	.46	1.5	.....	*	11-86	NC	NC	NC	NC	NC	NC	693.0	NC	18.2	NC	.68	NC
Diskocil Cos O	1.06	.06	6.3	1.13	1.00	2.31	.88	4,350	.72	.68	5.9	NM	.00	.0	.....	fiscal	12-86	54.8	35.5	(2.1)	.4	(.04)	.01	223.9	114.9	.6	2.8	.01	.05
Ecolab Inc N	31.00	1.50	5.1	31.00	28.63	31.00	20.75	5,093	1.87	1.32	41.7	18.8	.58	1.9	.....	3 mos.	09-86	199.0	187.1	9.8	8.8	.36	.33	199.0	187.1	9.8	8.8	.36	.33
Fleming Cos N	45.00	.88	2.0	45.88	44.25	45.88	31.00	1,043	.47	1.08	- 56.5	25.0	1.00	2.2	.....	fiscal	12-86	1885.0	1813.1	2.8	17.1	.13	.79	7650.0	7095.0	39.3	60.1	1.80	2.87
Fort How Pap N	54.13	.13	.2	55.25	52.63	60.50	42.88	6,279	.92	1.22	- 24.6	24.8	1.08	2.0	NEW	fiscal	12-86	385.6	318.7	20.1	35.9	.30	.56	1549.3	1363.3	146.4	157.0	2.18	2.47
Heinz, HJ N	47.50	.00	.0	48.50	46.50	50.50	36.75	11,015	.82	.91	- 9.9	20.0	1.12	2.4	NEW	9 mos.	01-87	1084.9	1013.3	74.7	63.2	.55	.46	3326.5	3146.9	244.4	219.7	1.78	1.60
Hormel, George A	38.50	- .13	- .3	38.50	38.13	39.25	26.50	66	.03	.19	- 84.2	21.4	.60	1.6	.....	3 mos.	01-87	440.5	480.8	4.5	8.9	.23	.46	440.5	480.8	4.5	8.9	.23	.46
Intl Multifood N	30.75	2.63	9.3	31.75	28.13	31.75	22.50	5,350	3.78	2.02	87.1	19.2	1.18	3.8	.....	9 mos.	11-86	297.2	364.5	6.7	9.7	.46	.79	1033.4	1002.1	14.6	18.0	1.03	1.46
James River N	41.38	.38	.9	42.63	39.75	42.63	22.00	15,242	1.87	2.27	- 17.6	20.8	.40	1.0	NEW	9 mos.	01-87	1057.5	608.6	41.6	15.7	.49	.25	3287.6	1913.0	124.0	68.0	1.50	1.28
Kellogg N	60.63	- 1.25	- 2.0	62.13	60.13	62.63	37.00	8,867	.72	.75	- 4.0	23.5	1.08	1.8	.....	fiscal	12-86	809.3	718.0	70.4	54.2	.57	.44	3340.7	2930.1	318.9	281.1	2.58	2.28
Kraft Inc N	59.63	.38	.6	61.38	58.25	65.88	47.13	16,872	1.25	1.25	.0	20.3	1.72	2.9	.....	fiscal	12-86	2414.4	2658.7	119.0	129.1	.87	.89	8742.2	9942.3	413.2	466.1	2.93	3.22
Litton Ind N	82.88	- 3.38	- 3.9	86.00	82.63	92.25	71.75	2,333	.90	1.83	- 50.8	45.5	.00	.0	.....	6 mos.	01-87	974.5	1166.1	34.1	47.0	1.28	1.68	2038.6	2269.0	68.4	90.7	2.54	3.24
Manitowoc M	20.13	.00	.0	20.25	19.75	22.50	16.00	2,214	2.04	1.98	3.0	NE	.80	4.0	.....	6 mos.	12-86	46.8	51.3	(2.8)	.5	(.26)	.05	110.7	86.0	1.9	4.0	.17	.37
McCormick M	48.13	.50	1.0	49.00	47.75	49.00	38.63	3,239	2.69	2.13	26.3	19.6	1.00	2.1	.....	fiscal	11-86	293.8	267.2	21.2	16.9	1.45	1.38	975.7	873.0	29.7	27.8	2.46	2.27
Oneida Ltd N	15.00	.88	6.2	15.75	13.75	18.63	9.88	959	1.40	1.01	38.6	NE	.40	2.7	.....	fiscal	01-87	62.2	60.4	(8.4)	1.5	(1.21)	.22	267.1	252.1	(7.3)	1.9	(1.06)	.27
Philip Morris N	85.00	- 1.75	- 2.0	86.38	84.00	91.25	54.75	30,712	1.28	1.89	- 32.6	13.7	3.00	3.5	.....	fiscal	12-86	6553.0	1480.6	371.0	101.9	1.57	1.19	25409.0	12149.0	1478.0	1074.0	6.20	5.24
Pr[illegible]ct & Gambl N	92.63	3.75	4.2	93.25	88.13	93.25	65.88	21,949	1.30	1.02	27.5	20.9	2.70	2.9	.....	6 mos.	12-86	4255.0	3865.0	190.0	165.0	1.11	.99	8611.0	7470.0	463.0	415.0	2.72	2.48
Quaker Oats N	48.50	- 1.13	- 2.3	49.63	47.50	50.88	32.06	5,574	.71	1.23	- 42.3	16.1	.80	1.6	.....	6 mos.	12-86	1083.6	916.8	87.9	36.1	1.12	.45	2043.9	1762.4	121.3	63.8	1.55	.79
Ralston Purina N	82.13	- 1.13	- 1.4	83.00	80.00	83.38	55.75	6,585	.86	1.26	- 31.7	15.9	1.24	1.5	.....	3 mos.	12-86	1510.0	1331.0	298.9	174.3	3.97	2.23	1510.0	1331.0	298.9	174.3	3.97	2.23
Reynolds Metal N	56.50	- .50	- .9	57.00	55.00	57.00	38.50	9,584	4.45	3.91	13.8	6.9	1.00	1.8	.....	fiscal	12-86	863.9	806.9	140.5	(4.3)	6.27	(.36)	3638.9	3415.6	191.8	(297.5)	8.18	(13.92)
Rykoff-Sexton N	26.25	- .25	- .9	26.88	25.38	32.38	24.13	806	1.16	2.36	- 50.8	28.8	.60	2.3	NEW	9 mos.	01-87	258.7	290.2	1.5	2.0	.21	.28	804.3	760.1	5.4	7.7	.77	1.10
Rymer Co N	22.88	.00	.0	23.00	22.38	23.88	15.38	251	.81	.99	- 18.2	NM	.00	.0	NEW	3 mos.	01-87	82.8	57.1	.3	.5	(.06)	.01	82.8	57.1	.3	.5	(.06)	.01
Sara Lee N	43.50	.13	.3	44.38	42.63	45.00	28.38	11,121	1.04	1.09	- 4.6	19.7	1.00	2.3	.....	6 mos.	12-86	2320.0	2052.8	75.0	61.3	.69	.56	4400.0	3997.4	128.0	108.2	1.17	.98
Scott Paper N	79.25	- 2.00	- 2.5	81.50	79.00	81.63	52.75	4,541	1.25	1.72	- 27.3	16.0	1.36	1.7	.....	fiscal	12-86	986.4	826.6	52.9	49.6	1.40	1.31	3437.0	3049.5	186.5	201.1	4.96	4.52
Shelby Wms M	18.50	- .25	- 1.3	19.13	18.50	28.00	14.38	937	.90	1.98	- 54.5	20.6	.24	1.3	.....	fiscal	12-86	36.3	33.8	3.3	3.1	.32	.31	130.5	118.0	9.3	8.4	.90	.82
Smucker, J.M. N	47.00	- .38	- .8	48.00	46.50	49.25	37.25	364	.49	.41	19.5	20.5	.60	1.3	.....	9 mos.	01-87	67.6	62.0	4.2	3.6	.56	.49	215.1	197.6	13.0	12.0	1.76	1.62
Staley Cont N	26.50	- .50	- 1.9	27.25	26.00	34.63	23.25	5,594	1.93	2.52	- 23.4	26.8	.80	3.0	.....	3 mos.	12-86	822.7	714.3	9.8	5.6	.30	.19	822.7	714.3	9.8	5.6	.30	.19
Sysco Corp N	35.50	- 1.38	- 3.7	36.75	33.63	39.00	24.50	2,828	.64	.85	- 24.7	25.9	.28	.8	.....	6 mos.	12-86	902.4	802.8	15.4	15.4	.35	.36	1780.4	1537.5	31.6	29.6	.72	.69
Tyson Food Inc M	30.50	.50	1.7	31.00	30.25	37.75	20.00	3,298	.77	1.50	- 48.7	23.8	.06	.2	.....	3 mos.	12-86	427.7	294.2	15.5	10.8	.36	.26	427.7	294.2	15.5	10.8	.36	.26
Wellbilt Cp M	31.00	1.75	6.0	31.75	29.00	31.00	18.50	2,233	4.22	1.79	135.8	15.7	.00	.0	.....	9 mos.	09-86	55.0	42.0	2.6	1.9	.49	.41	146.4	113.9	7.3	5.6	1.44	1.22
Wilson Foods M	11.13	.63	6.0	11.63	10.50	11.63	7.25	11,250	15.62	6.33	146.8	10.5	.00	.0	.....	6 mos.	01-87	329.4	368.0	2.9	(3.3)	.40	(.55)	691.3	738.2	.3.4	(27.3)	.47	(4.55)

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NEWSPAPER

Bar Management: A look at trends

Special *NRN* supplement

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NRN Photo

Thomas Keller in his new West Village restaurant, Rakel.

Keller launches not-so-French Rakel

By Paul Frumkin

NEW YORK — After Thomas Keller spent a year cooking in Paris and a year running the kitchen at La Reserve here, it would seem to follow that he would eventually open a French restaurant of his own.

However, Keller has taken a different path with his two-month-old West Village venture, Rakel.

While the 31-year-old chef is familiar with traditional dishes like a grilled veal chop with roasted shallots and garlic, he is also comfortable preparing new-wave culinary combinations, such as his deep-fried oysters flavored with a wasabi-mustard-and-jalapeño-pepper-laced cocktail butter.

"I suppose the menu is basically French," Keller said.

But Rakel is by no means a French restaurant—even if Keller's partner, Serge Raoul, already owns two successful

*(See **RAKEL**, page 52)*

Top chefs at Monterey fest cite what's hot, what's not

Mini-portions to gain as diners seek variety

By Alan Liddle

MONTEREY, Calif. — Small-plate portions will remain "in" because a growing number of diners want to experience several different tastes at one sitting.

However, grazing—the word most often used to describe sampling food in that manner—is definitely "out."

Those positions were voiced here earlier this month by well-known California chefs and chef-owners Bradley Ogden, Cindy Pawlcyn, and Piero Selvaggio.

The three participated in a panel discussion of food and wine trends at the National Restaurant Association's Monterey Wine Festival in Monterey, Calif.

Pawlcyn, who developed the Fog City Diner menu—sometimes described as American *dim sum*—in San Francisco, and Selvaggio, whose Primi in Los Angeles serves only traditional Italian first courses—or *primi piatti*, such as pasta and risotto—have the most hands-on experience with the small-plate phenomenon.

WHAT'S IN

- **Small-plate portions (but not grazing)**
- **"Lighter," lower-calorie, lower-cholesterol cuisine**
- **Grilling with woods such as oak rather than mesquite**
- **Spices and herb-enhanced oils**
- **Flavored vinegars in sauces and dressings**
- **Wider use and variety of Asian spices, utensils, techniques**
- **Bistros**
- **Breakfast**

But even San Francisco's traditional Campton Place Hotel has gotten into the act by splitting entrées or serving two-half orders at no extra charge, said Ogden, the hotel's executive chef.

The development of "lighter," or lower-calorie and lower-cholesterol cuisine—prepared on the grill or rotisserie; in a wok, a steamer, or a smoker; or under the broiler—will continue, the California chef panel concluded.

So will the growing fresh-is-best movement among young chefs.

Other food trend "ins," according to the trio:

- Grilling with woods, such as oak, that are less pungent and burn cooler than mesquite.
- Spices and herb-enhanced oils, such as the sage oil found in Selvaggio's kitchens.
- Flavored vinegars in sauces and dressings and a wider variety of Asian spices, utensils, and cooking tech-

*(See **PANEL**, page 55)*

Arby's drops national network ads, major league baseball sponsorship

By Marilyn Alva

ATLANTA — Claiming "the battle is at the local level," Arby's has pulled out of national network television advertising and dropped its official sponsorship of Major League Baseball.

The monies deployed for such national efforts—$8 million in network commercials and $5 million for Major League Baseball—will go instead to local co-ops to be used as they see fit, the chain said.

Arby's move comes at a time when many national restaurant chains are shifting their focus from national to local marketing and promotions in order to better target customers.

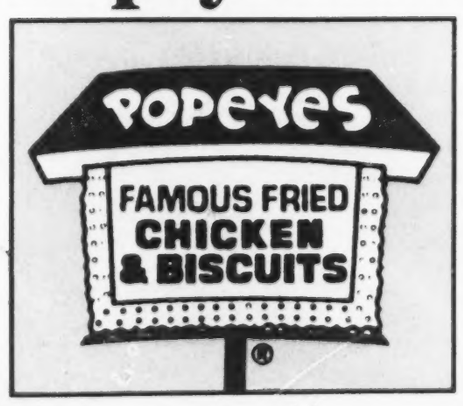
Burger King, for example, is working more closely with its regional offices, and Hardee's Food Systems last year turned more to local advertising buys.

"It's tough down there in the trenches," said Larry Krueger, Arby's senior vice president of marketing. "The industry is becoming very localized, and this will allow us to be more flexible."

Arby's, the fast-food chain with the roast-

*(See **ARBY'S**, page 55)*

Popeyes abandons home-delivery test



By Peter Romeo

NEW ORLEANS — Popeyes, the 550-unit chicken chain, has discontinued home-delivery service after an 18-month test in selected markets, having "learned everything it set out to accomplish," a spokeswoman said.

The fast feeder is believed to be the first major player to jump off the home-delivery bandwagon, which, despite mixed reviews by many chicken and pizza chains, continues to lure aboard new converts at a rapid clip.

Popeyes has left open the possibility of resuming home delivery "when the time is appropriate," according to the

*(See **POPEYES**, page 55)*

FOOD WATCH

Bringing Chicago the world

EVANSTON, Ill.— Bodega Bay Cafe is bringing the rest of the culinary world to this Chicago suburb by way of California.

Owner Leslee Reis of Cafe Provençal bases her latest concept on the foreign culinary influences that have given California restaurants their contemporary and eclectic flair. The cafe is even named for a California town.

Fifteen special "tastings," or small plates, are featured nightly, taken from a rotating repertoire of 60. And the dishes represent cusines around the globe.

For instance, Oriental spices are found in Szechuan eggplant with broccoli, *pad Thai*—a noodle dish with shrimp and peanut sauce—Chinese-glazed ribs, and sesame spinach.

Mexican chiles are featured in spicy grilled shrimp on cucumber ribbons with ancho chile mayonnaise as well as chilied crab and corn cakes with sour cream salsa.

Entrées continue the international theme with Brazilian *mariscada*—steamed clams, mussels, shrimp, and fish on rice and grated coconut; West Indies fish of the day, grilled and served with hot-pepper relish and orange salad; and Moroccan chicken, braised with preserved lemons, cumin, onions, and black olives over saffron rice. **—Carolyn Walkup**

Additional food news on page 10

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